

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62,67

1943

Merchandise . . .

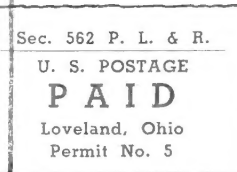
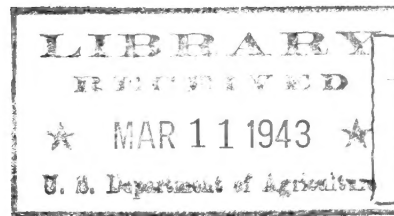
TO MAKE THE HOME
MORE LIVABLE AND
TO STRENGTHEN
THE TIES OF KINSHIP
AND FRIENDSHIP . . .

Loveland Goldfish Farm & Aquatic Nurseries

Joe Johannigman, Jr.

LOVELAND, OHIO

RETURN POSTAGE GUARANTEED



Mrs. New
Dw.

U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Fruit and Vegetable Crops and Diseases
M R N

8-3591

AQUATICS FOR THE HOME MORALE

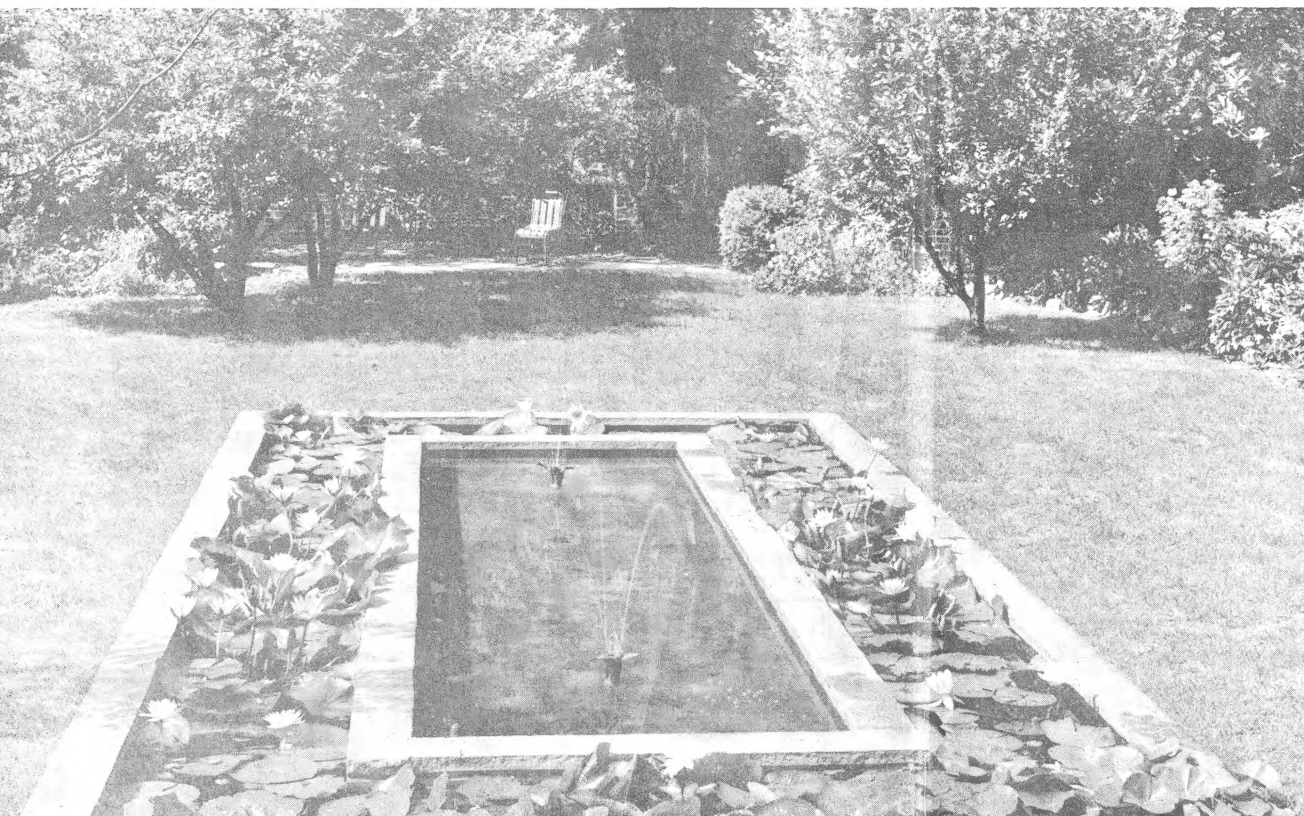
Did you ever notice how much better you do a job when you're calm, relaxed, unworried?

The pool must go on this year more than ever. We must forego expensive pleasures and invest in War Bonds. Yet morale can only be at its all high by some recreation. There is nothing like the charm of working with Mother Nature to heal the soul.

Winning the war is the job ahead of Americans at this time. As we all go about our daily work contributing as we can to ultimate victory, there are cares and anxious moments to distract us. We need relaxation and refreshment.

A pool involves LITTLE space, LITTLE expense and LITTLE time or attention. Yet nothing else gives quite so much for so little. Aquatic life is fascinating—fishes glide through the depths, dragon-flies skim above, green pads unfold and waxer blossoms sparkle in the sunlight. The mystic lotus rises, breathing the lure of far away land.

The illustration below is a "LARGE" pool, 15 feet wide and 30 feet long, which we have planted for the past eight years, and with complete success year after year. Here we have a rather unusual pool—built to produce the results pictured—a dense grouping of leaves and blooms with a mirror pool in center. Here you see eighteen lilies—blossoming in all their splendor—Blue Beauty, Mrs. Pring, Pershing, Chicago, Pink Pearl, August Koch, Juno, Missouri—all these varieties are reliable, equally dependable in keeping up a continuous display of fragrant blossoms. In planting, the lilies were placed in boxes, containing about a bushel of soil, as the pool is deep a concrete block was placed under each box to bring the top of lily box to about 10 inches below water level.



IN THE CALM WATERS YOU WILL FIND TRANQUILLITY—RESTFUL DIVERSION FROM THE CARES OF THE WORKADAY WORLD.

To Our Local Friends and Customers

Years of acquaintance with me and my farm leaves no gas rationing problem. With perfect confidence you can send your order and depend on me to give you the usual satisfactory service.

The U. S. Dept. of Agriculture encourages home gardening projects for morale builders. In the stress of more work than usual the morale of our people must be maintained. No other outlet can give you more relaxation than working with and enjoying the beauties of your pool.

BUY WAR BONDS

The next time you go to town don't forget to buy your share of War Bonds. Every one of us should buy all of the War Stamps and War Bonds that we possibly can. The quicker we buy stamps and bonds the quicker we defeat the enemy.

So don't forget—

BUY MORE BONDS !!

[] Aquarium Plant

These Friends would like a Copy of Your Catalog

Name	Name
Street	Street
City State.....	City State.....
Name	Name
Street	Street
City State.....	City State.....

HOW TO ORDER

ORDER EARLY. This is most important—and use Order Sheet, carefully filling in blank spaces and enclosing payment for full amount of order. Write name and address plainly. To facilitate handling do not write letters on same sheet as orders.

REMITTANCE should be made by Post Office or Express Money Order, Bank Draft, or if more convenient to you, send your personal check.

Include 10% extra to amount of order for Parcel Post Shipment—which will take care of handling and prepaid postage. This applies to Water Lilies, Bog, Floating Shallow Water and Submerged Plants, Collections, Scavengers and Foods and Remedies.

Orders for \$1.50 or less require 15c extra for packing and postage. This amount must be added to amount of order.

GOLDFISH must be sent by express. Shipping cans, 50c extra. We ship Goldfish listed in this catalog all the year round. **When plants are ordered with Goldfish,**

the entire order is shipped via express, charges collect. Extra plants are included to offset small extra charges.

Water Lilies and all plants for pools are shipped as soon as weather permits, about April 15th. Tropical Lilies may be set out whenever the weather is settled. For southern shipments, about May 1st. Northern shipments (Cincinnati), about May 15th.

HANDLING GOLDFISH ON ARRIVAL.

Never allow them to remain in their cans for too long a period or overnight. Before transferring fish to your pool or aquarium, be sure the temperature of water is of no great difference. Best to add some of your water to the can in which fish have been shipped. Use one ounce salt per gallon of water to help heal any injury that was done in shipping. Do not take fish in hands. Use a dip net.

CULTURAL DIRECTIONS. We have printed on small leaflets for your convenience complete cultural directions. One of these will be sent with each order.

GUARANTEE

We ship good stock carefully packed. All goods are guaranteed to reach you in good condition. If package should arrive in bad order, accept shipment, examine and count on receipt and notify us at once, and if damaged notify Express Company. **STANDARD NON-WARRANTY.** We have adopted the standard non-warranty of the Goldfish Growers'

Association, which is as follows: Loveland Goldfish Farm makes no warranty, expressed or implied, with reference to any merchandise sold by us, except as to certified size and quality, and that all stock shall be true to name and our liability in any case shall be limited to the replacement of such items as are short or damaged.

If any plant fails to grow, and we are notified by July 1st, we will replace same free of charge, customer to pay only the shipping charges. Include stamps with letter; excess will be returned.

Prices apply only to the United States Proper

WHERE TO FIND IT

Aquariums	19-22
Aquarium Necessities	21
Bog Plants	13-14-15-16
Essential Items	5
Fish Food	5-20
Floating Plants	13
Goldfish	17
Hardy Lilies	6-7
Ivies	Back cover
Lotus	9
Plants for the Home	23
Scavengers	5-20
Submerged Plants	5-18-19
Shallow Water Plants	14-15-16
Tropical Lilies	10-11

Collections

Floating Plants	13
Hardy Lilies	6-7
Lotus	9
Medium Pools	9-11-12
Small Pools	8-11
Shallow Water	13-14
Tropical Lilies	11-12

To our many friends and good customers, who have made our business possible, we wish to present this, our Water Garden Book, with our compliments and best wishes for a successful aquatic year.

We are sure our prices and our merchandise and our service will meet comparison anywhere. We have tried to tell you everything about our plants and ourselves. What advantages you enjoy when buying at Loveland. How simple and easy it is to order. Everything is in readiness for you.

POOL ESSENTIALS

SCAVENGERS FOR THE POOL

JAPANESE SNAILS, BLACK RAMSHORN SNAILS, TRUMPET SNAILS, CLAMS

Natural scavengers are essential for cleanliness in the garden pool. They help prevent the excessive growth of algae and devour decaying vegetation as well as consuming excess food.

COLLECTION NO. S-1

For the average pool, a general assortment of Snails and Clams
12 for 75c

See Page 21 for Detailed Description of These Scavengers.

SUBMERGED PLANTS FOR THE POOL

This collection of Plants is invaluable for the pool, oxygenating the water, and insuring proper living conditions for the fish. Included in this collection is the Water Hyacinth. The combination of plants also gives the fish the required amount of plant food and provides shelter from too much light, and supplies a protected spot in which the fish may deposit their eggs.

Anacharis
Cabomba
Money Wort

Southern Spatterdock
Ludwigia
Vallisneria

Water Hyacinth

Submerged Plant Collection NO. S-3

Including Water Hyacinth,
10 assorted plants for \$1.00

SCAVENGERS AND SUBMERGED PLANTS FOR THE POOL

For your convenience we have arranged this low Price Collection of Scavengers, Submerged Plants, Water Hyacinth and Fish Food. Every Year the pool generally needs a fresh supply of Snails and Oxygenating Plants and naturally the fish need some of that good Jo-Jo Outdoor Fish Food.

COLLECTION NO. S-4

12 Scavengers.
10 Submerged Plants and Hyacinths.
1 10-ounce Package Outdoor Fish Food.

All for \$2.00

USEFUL ITEMS FOR THE POOL

GOLDFISH DIP NETS

No. N-1. The net has 1/4-in. sq. mesh in the bottom, 3/8-in. sq. mesh in the top, with a 12-in. round ring and 6-ft. plain wooden handle. Each \$1.50.

No. N-2. Same net as above except with a 12-in. D-shaped ring. Nets 18 inches deep. Each \$1.75.

CONTAINERS

CYPRESS BOXES. For planting Water Lilies. Hold about 1 cubic foot of earth. Last a long time. Knocked down or complete. Each, 75c.

FERTILIZER

FERTILIZER OR WATER GARDEN PLANT FOOD. A good fertilizer. Use 1 quart per bushel of clay soil or 1 quart for 2 bushels of good garden soil. 5-lb. sack, 75c; quart carton, 30c.

The Above Supplies Shipped Express Collect.

POOL DISINFECTANT. Use in solution tinting water a good pink, repeat when color disappears. Helps destroy algae and fish parasites and to keep fish in a healthy condition. Per bottle, 25c.

OUR OWN FUNGUS REMEDY. Three to four drops will help cure most external diseases of fish. Advisable as an antiseptic before introducing new fish to pool or aquarium. Per bottle, 50c.

FISH TONIC. An excellent tonic for Tropical and Goldfish. In preventing fungus or itch, in ridding aquaria or pool of Hydra—to add to water after cleaning pool. 4 oz. pkg. 15c; 1-lb. pkg. 35c; 5-lb. sack 90c.

Loveland Collections

All Loveland Special Collections of Water Lilies and other plants offered in this catalog, represent collections that have been tried out here in our own pools and are guaranteed to give complete satisfaction.

These collections are arranged for—

Effect—to give you plants that are suitable for the space desirable for it.

Quality—Plants that are full of vigor—ready for rapid growth and attractive appearance.

Value—You save on these collections—more for your money.

Fish Eager to Eat JoJo Outdoor Food



An economical food for feeding Goldfish and other fish in outdoor ponds or pools. The best value on the market. Big ten-ounce package only—

Mrs. Gerald Boerner, Austin, Texas, writes:

"You are right in saying fish are enthusiastic over this fish food. My pet Comets simply stand on their tails at the top of the water and blow bubbles at me—they are so eager for their feedings. I enclose a snap of our pool which was finished and planted in May."

35c

3 for

\$1.00

Postpaid



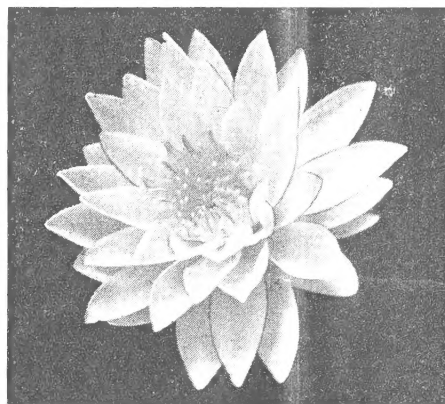
HARDY WATER LILIES ~ Bloom and Beauty Year After Year

GLORIOSA. One of those Lilies with an abundance of "It." It has no equal for blooming. No pool is complete without this beautiful red Lily. **\$2.25 each.**

COMANCHE. This is our choice of a sunset color Lily for a large pool. It has all one could ask of a Lily. It begins to bloom very early in the spring and we have seen it in bloom until ice forms in the ponds in winter. The color is a rich apricot, then changing to a deep bronze. **\$2.25 each.**

SUNRISE. The biggest and best of them all. Looks like huge yellow suns floating among leaves that are beautifully marked with brown spots. The flowers are graceful in form, of glorious canary color. A Lily that should be in every water garden. **\$2.25 each.**

NEPTUNE. The feature of this rare variety is the color of its blooms—imagine a deep pink flushed with smoky red at the base, then becoming lighter until the tips of the petals are almost white. Visitors to our gardens have wondered at the large amount of blooms coming from the plants. Try it for something that is different. **\$2.25 each.**



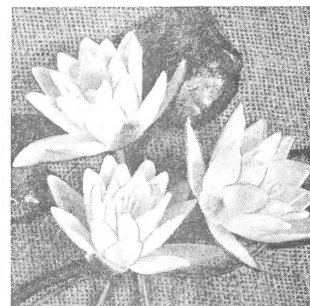
Gonnere—large double white flowers

GONNERE. The greatest and finest of White Lilies. Each blossom is a perfect globe. This variety is double clear to the center. Snowy whiteness of color. In our opinion it is one of the most attractive Lilies in our garden. **\$2.25 each.**

WHITE VARIETIES

These gorgeous lilies, admired by all, contain a certain charm in the very pureness of the shade of the lovely blooms.

HERMINE—a new variety admired by all who see it. The pointed petals give it a distinctive appearance from other white varieties. Snow-white flowers. **\$1.50 each.**



Albatross

ALBATROSS—a giant variety. With its huge wide-spreading blooms, it is so very comparable to the significant name that it has won many who are looking for a pure white lily. This is quite the outstanding Lily in any pool where it is given any chance for growth at all. **\$2.00 each.**

WHITE LAYDEKER. Dainty white flowers, with a velvety center. This one is excellent for tub culture. Also has that very pleasing tea fragrance. **\$1.25 each.**



White Laydeker

GLADSTONE. One of the best of the White Lilies. Large white flowers with broad waxy petals. A strong grower and a free bloomer. It is excellent as a cut flower and very popular with beginners as it is grown so easily. **\$1.50 each.**

★ ★ ★ ★ Loveland All Star Collection

One Each of the 5 Above
COLLECTION NO. 5
\$9.95

ANY TWO
COLLECTION
NO. 6
\$3.95

ANY THREE
COLLECTION
NO. 7
\$5.95



THE HARDY WATER LILIES

if properly planted will grow and multiply and can be held over winter for next year's pool. These sturdy growers offer you a great variety of lovely waxen flowers, reflecting almost any color your heart desires as they float on the surface of the water.

SUNRISE

Pictured at left is a delightful Lily. You will particularly enjoy this variety so different in form than other yellow varieties.

\$2.25



Blooms typical of lilies classed as orange shades. Varieties such as Aurora, Chromatella, Chrysantha, Solfatare.

CHROMATELLA. A variety that far outsells any other Lily. It is one of the best of the yellow varieties. Leaves beautifully marked in deep green and brown. Bloom a rich yellow in color. **\$1.50 each.**

PINK OPAL. We have always enjoyed its deep pink cup-shaped flowers. Everyone recognizes its value and it is one of our best sellers. A fragrant variety for the small or large pool. **\$1.25 each.**

MARLIAC ALBIDA. A most desirable white variety, free bloomer. Try it. We are certain it will please you. **\$1.25 each.**

INDIANA. This beautiful little Lily opens a creamy yellow and shades through orange, bronze and fire-red. One of the best, especially for the small pool. **\$1.00 each.**

HELEN FOWLER. A pink variety of the Odorata type. Very fragrant flowers. **\$1.25 each.**

AURORA. Do not hesitate to choose the Aurora if you are seeking a hardy, free blooming Lily of sunset shades for your pool. On the first day the flowers are a soft, rosy apricot, deepening by the third day to nearly a red. After your plant is established you will see blooms of three distinct colors. Quite an attraction. Suitable for small pools or tub garden. **\$1.25 each.**

ANY OF THE ABOVE SEVEN LILIES

2 for \$2.25

3 for \$3.25

Other REAL GOOD VARIETIES

MARLIAC ROSEA. This pink Lily stands out as a worth-while variety for any pool. Excellent as a cut flower variety, its waxy blossoms last several days when picked. **\$1.50 each.**

YELLOW PIGMY. A tiny little Lily that is ideal for tub-culture, or very small pool. Flowers are only 1 to 2 inches across. Of a rich golden yellow. **\$1.00 each.**

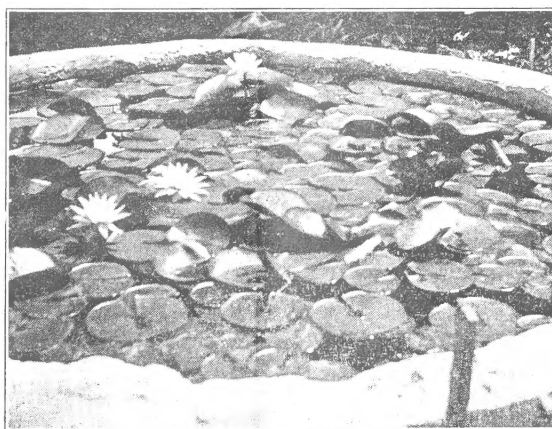
SOLFATARE. A new French variety. Its soft peach color changing to salmon makes a combination of colors that one admires. Try it. We are sure you will enjoy it. **\$1.25 each.**

PAUL HARIOT. A favorite variety that is one of our best sellers. Always a feature attraction. **\$1.25 each.**

ROSE AREY. Another pointed petal variety. The flowers are a deep pink, deliciously fragrant. It is very hardy and grows freely. **\$1.50 each.**

AMABILIS. A new variety that is a beauty. So different in form and bloom that we recommend it as something really worth while. It's in a class by itself. In color it is a bright silver-pink and its blooms easily average 7 inches in diameter. **\$3.00 each.**

WILFON GONNERE. This has a very double lily bloom, one of the finest of the newer varieties of Pink Lilies. Beautiful and free blooming. **\$1.50 each.**



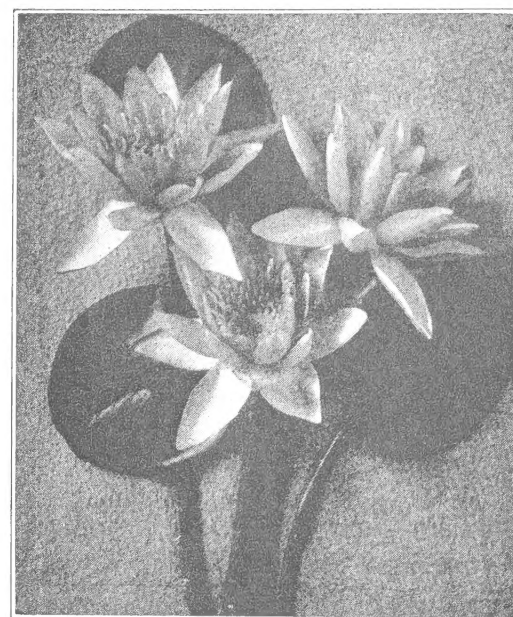
CHROMATELLA

Other RED VARIETIES

CONQUEROR. You'll like this variety. The flowers just seem to live up to the name. Large buds come forth, bursting into immense red flowers. **\$2.00 each.**

ATTRACTION. This bright red Lily is an attraction in itself. Large blooms frequently 8 inches across make everyone want to have this variety in their pool. A real aristocrat of the aquatic family. **\$2.50 each.**

ESCARBOUCLE. The prettiest red of them all. It is a Lily we can recommend. A free grower. An early bloomer, exceptionally hardy. **\$2.50 each.**



Marliac Rosea—a beautiful deep pink variety. Other varieties having same cup shaped formation of bloom, Marliac Chromatella and Marliac Albida.

LILY COLLECTIONS by Color

Col. No. 20—2 lilies—
a white and pink **\$1.95**

Col. No. 21—2 lilies—
a pink and yellow **\$1.95**

Col. No. 22—3 lilies—a white,
yellow and pink **\$2.95**

Col. No. 23—4 lilies—a white,
yellow, pink and red lily **\$4.95**

Col. No. 24—4 lilies—a white,
yellow, pink and bronze **\$3.50**

ALL GOOD HARDY VARIETIES
OUR SELECTION AS TO VARIETY



ROSE AREY

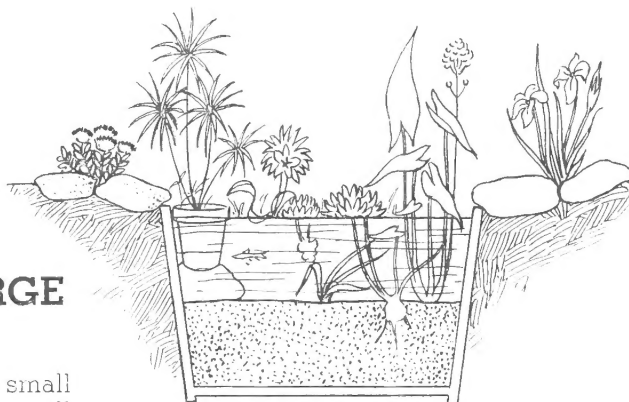
There Is Something About a LILY POOL

THAT MAKES THE REST OF THE GARDEN SEEM COMMONPLACE

Miniature Water Gardens

YOU CAN HAVE ALL THE BEAUTY OF A LARGE POOL IF YOU HAVE

a sunny spot for a Tub Garden or a small Pool. A common wash tub, or better still an old discarded bath tub, may be used for the pool. Simple little pools may be built out of brick, concrete, or cinder blocks, and lined inside with a coat of



cement. This construction is easy and inexpensive. For a summer of real pleasure try a miniature Water Garden. These collections will assist you.

The pool illustrated presents a gorgeous appearance—Lotus, Day and Night Blooming Lilies—Shallow Water Plants—Note the numerous buds, yet to bloom on both lilies. The plant in background is the Hardy Bamboo listed on page 15.

CHINESE LOTUS
H. C. HAARSTICK

UMBRELLA PALM
LOTUS

IMPERIAL TARO
AUGUST KOCH

Collection No. 2

- 1 Water Lily, any color you select, white pink, yellow or orange.
- 3 Plants for shallow water.
- 1 Plant for oxygen.
- 1 Water Poppy.
- 1 Water Hyacinth.
- 1 Pair Live Bearing Snails.

All for \$2.00

FILL YOUR POOL

COLLECTION NO. 3

- 8 Plants**, including Water Poppy, Water Hyacinth, Umbrella Palm, 3 plants for the border, and 2 oxygenating plants.

For those who will not have time for a lot of planting. This collection is arranged with plants that grow and spread rapidly.

All for \$1.00

FOR A SMALL POOL

COLLECTION NO. 4

- 2 Water Lilies**—Marliac Rosea and Gladstone. 8 Beautiful Floating, Shallow Water and Submerged Plants.

All for \$3.00

COLLECTION NO. 5-B

- 1 **Snowflake Lily**—Lovely white flowers resembling large snowflakes.
- 1 **Water Poppy**—Beautiful yellow flowers.
- 5 **Plants**. Assorted oxygenating, floating and shallow water.

All for \$1.00



THE LOTUS . . .



Illustrates the beauty of the blooms of the Chinese Lotus.

There is something fascinating about a Lotus. Symbolic of purity under temptation stands the Lotus, so the followers of Buddha have said.

In the Lotus we see beauty of form and harmony of color, great concave, shield-like leaves often 2 feet in diameter, large buds borne on long stems 4 to 8 feet tall, enormous flowers with delightful fragrance.

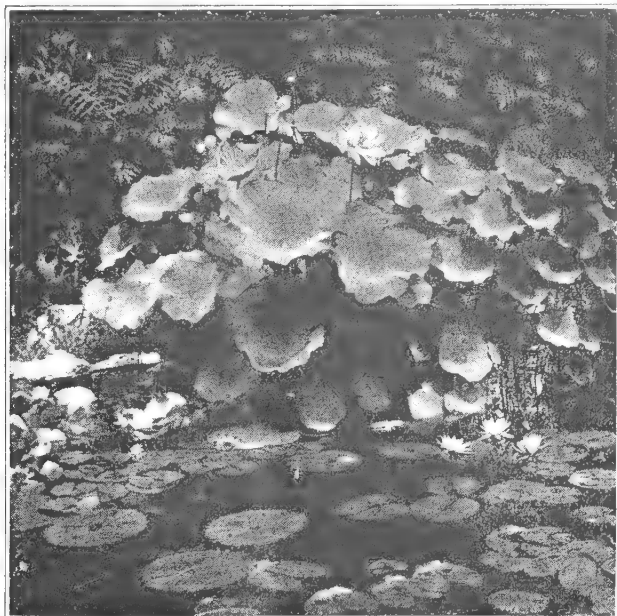
Lotus are perennial, coming up year after year. They should be planted in full sunlight at a depth of from 6 to 18 inches below water level in a container, which should be about 15 inches by 24 inches and at least 10 inches deep. Soil, a rich mixture of top soil and well rotted cow manure.



Illustration shows clearly the large unusual leaves and blooms of the Lotus. Large, concave leaves, 2 feet in diameter, the many petaled flowers on stems 4 to 6 feet high.

CHINESE RED LOTUS - Colossal - Exotic - Supreme

The King of Lotus. Large full double flowers of bright rosy carmine carried well above the foliage. A gorgeous variety; magnificent in every respect. Can be grown in tub, small or large pool—natural lake—in pools provide a box containing at least 3 bushels of soil.



American Lotus

\$2.50



EGYPTIAN LOTUS. (*Speciosum*). The Sacred Lotus of the Nile. Rosy pink blooms. Shy bloomer in a small pool. \$1.50.

JAPANESE LOTUS. (*Album grandiflorum*). Pure white flowers, extra large foliage. Each \$1.50.

AMERICAN LOTUS. (*Luteum*). Native to some of the States in the South and West. Flowers, rich yellow, large grower, requires considerable room in a pool. Each \$1.50.

SHIROMAN. Truly a companion to the above mentioned variety. A duplicate in size, double blossoms, but pure white in color. Each \$2.50.

MIXED LOTUS. During the spring rush, labels get lost, and if you want "just a lotus" order one of these. Each \$1.25.

FOR AN ORIENTAL APPEARANCE

In your water garden, plant this collection—the Lotus in one corner, the Papyrus and Taro and Parrot Feather in another corner, and you have a scene that will remind you of the far east. Try it.

COLLECTION NO. 11

Chinese Lotus Imperial Taro Plant
Papyrus Parrot Feather

\$3.25



BLUE BEAUTY AND WATER POPPY

LILIES

of
Distinction

TROPICAL LILIES

Borne regally on erect stems above their beautiful foliage, these immense blooms bring an exotic fragrance and color to your pool that nothing else can. They bloom later into the fall than their native sisters and some varieties even open at night to keep you more than repaid and satisfied.

DAY BLOOMING TROPICAL LILIES



General Pershing

GENERAL PERSHING. It is the finest of all pink tropical day blooming lilies. Gorgeous, bright pink blossoms. This variety is a very prolific bloomer \$2.00 ea.



General Pershing

Mrs. Ed. Whitaker

AUGUST KOCH. This Lily is free flowering and of extremely easy cultivation. Its flowers are 7 to 8 inches across, very fragrant. The sepals are purplish lilac and the petals pale wisteria-violet. \$2.00.

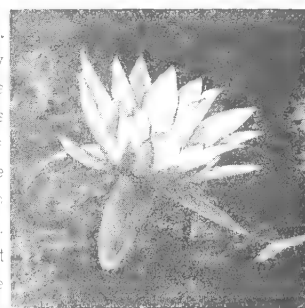
CHICAGO. A clear pink lily with quantities of large blossoms: having as many as 8 blossoms at one time. The leaves are spotted mahogany. \$2.00.

BLUE BEAUTY. A wonderful variety, immense deep blue blooms, large as dinner plates, free flowering. Blooms illustrated above. \$2.00 each.

GOLDEN WEST—a new introduction. This beautiful peach-pink lily changes its color to a lovely apricot as the blooms mature. Leaves heavily speckled with maroon. \$2.50.

MRS. RANDIG—another new lily similar in shape to Panama Pacific, but with a darker shade of purple. Very beautiful. \$2.50.

MRS. GEORGE H. PRING. A new and novel type that produces numbers of large fragrant white flowers with pointed petals. Petals broader at the base and more pointed at the tip. \$2.00



Mrs. Geo. H. Pring

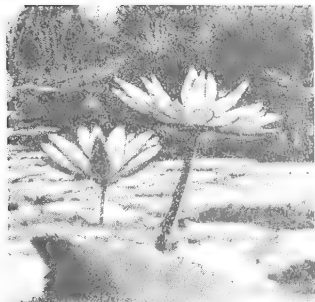
PINK PEARL. Large, silvery blossoms, pink with pure white throat. Very attractive. \$2.00.

PANAMA PACIFIC. It is an everblooming viviparous, strong growing and free flowering. The predominant color is reddish purple and the stamens are yellow. A most excellent variety. \$2.00.

MRS. ED. WHITAKER. One of the largest flowered varieties of the show type Lilies. Fragrant sky-blue blossoms open quite flat. Three to four open flowers at one time. An excellent plant for any pool. \$2.50.

A LILY OPEN AT NIGHT?

To be sure! These, the most glamorous of the tropicals will wait until your work-a-day family can relax in the evening and then will slowly unfold their rare beauty. They will stay in bloom until ten the next morning and be a unique attraction in your pool.



Juno

Illustration is typical of the form and size of all the varieties of night blooming lilies. All of them magnificently large. All of them are sure to please.

JUNO. Immense, pure white blossom. The largest flowering Night Blooming lily. Unequaled for form and beauty. On cloudy days or in late summer when the weather is cooler, these superb blooms remain continuously. **\$1.75 each.**

MISSOURI—The finest white night blooming variety. The earliest to bloom and very dependable. **\$2.50.**

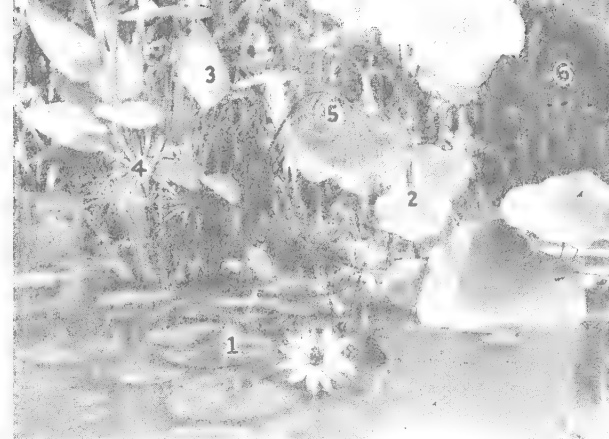
BISSET. A night bloomer of unusually free-blooming habit. The flowers are of a beautiful rose-pink color. The petals are broad and slightly concave, giving the bloom a cup-shaped form. **\$1.50 each.**

FRANK TRELEASE. Flowers a brilliant crimson. Most popular because of its rich color. **\$1.50 each.**

RUBRA ROSEA. One of the best. Brilliant rosy carmine flowers are held well above the glossy foliage. **\$1.50 each.**

H. C. HAARSTICK. The flowers of this Night Blooming Lily are large and exotic in appearance; vivid red in color. This variety you will like. Plant one and your pool will be a center of interest. Leaves are handsome, purple-red in color. **\$2.00 each.**

MIXED VARIETIES. During the rush season, there are always some lilies that are found without a tag, thereby the classification is lost. If you want "just a Night Blooming Lily," then this is the one to buy. All plants are excellent, colors are mixed. A lovely night lily for only **\$1.25 each.**



COLLECTION No. 16

Illustrated Above

Contains 1 Tropical lily (No. 1) your choice—Night Bloomer, H. C. Haarstick or Blue Beauty, day bloomer or Glorisco, hardy lily. 1 (No. 2) Chinese Lotus, each Thalía, (No. 3) Umbrella, (No. 4) Papyrus, (No. 5). Numbers illustrate plant showing in picture.

ALL FOR ONLY

\$5.00

COLLECTION No. 12

Illustrated

FOR A SMALL POOL

Can be planted in a large box containing at least one cubic foot of soil.

- 1 August Koch Day Blooming Tropical Lily
- 1 Creeping Water Hyacinth
- 3 Water Lettuce
- 3 Water Poppy

All for **\$3.00**

These Plants make a rapid growth after planting.

Illustration shows just exactly what a grand and glorious display these few plants will make.

Creeping Hyacinth

August Koch

Water Poppy

Water Lettuce





Complete POOL COLLECTIONS for ANY POPULAR SIZE POOL

Here we are! Water Lilies and Plants in a splendid range of colors and shapes. (Numbers correspond to picture on left.) No. 1, The Lotus; No. 2, The Tropical Lilies; No. 3, Hardy Lily Varieties; No. 4, The Graceful Cattail; No. 5, Arrowheads, and No. 6, The tall growing variety of Bamboo.

COLLECTION No. 15

Illustrated at left

1 Chinese Double Lotus, 1 Blue Beauty, Tropical Lily, 1 Glorioso, Hardy Red Lily, 1 Chromatella, Hardy yellow; one each, Umbrella Palm, Papyrus, Hardy Bamboo, and Cattail.

ALL—these beautiful plants to complete your Water Garden. Regular catalog value \$9.50.

COLLECTION PRICE \$8.00

Blue Beauty, large blooms.
General Pershing, finest of pink varieties.
Primrose Creeper, yellow flowers.
Arrowhead, lovely white flowers.
Papyrus, tall and stately.
Snowflake Lily, dainty white flowers.
Water Hyacinth, lavender flowers.

COLLECTION No. 12

For a medium size pool

THIS COMPLETE COLLECTION FOR

\$4.25

COLLECTION No. 14

The Lily Varieties are

GLORIOSO

CHROMATELLA

The Plants are

PRIMROSE CREEPER, ARROWHEAD, PAPYRUS,
SNOWFLAKE LILY, WATER HYACINTH

THIS COMPLETE COLLECTION FOR \$4.00

Collections No. 12 and No. 14 are for a medium size Pool.

Plants illustrated in Pool pictured below.

PAPYRUS

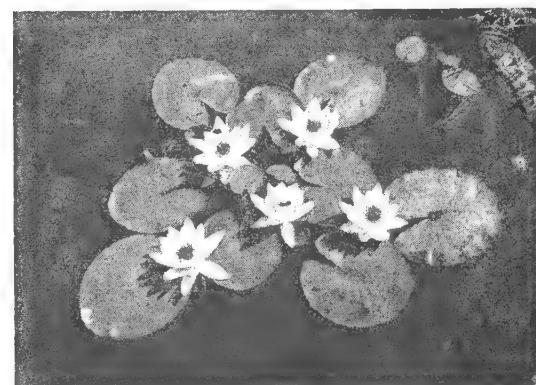
SNOW FLAKE LILY TROPICAL LILIES

PRIMROSE CREEPER

HYACINTHS

CREEPING HYACINTHS

ARROWHEAD



COLLECTION NO. 8

The Lily varieties are: The Aquatics are:

Glorioso

Chromatella

Marliac Albida

Water Hyacinth

Poppy

Parrot Feather

Shell Flower

Submerged Plants

All These Plants For Only

\$5.00



Here is a remarkable collection of four gorgeous water lilies each of a different color. Together with 10 Aquatic plants, they make the excellent collection for your pool.

★ ★ 4 STAR ★ ★ COLLECTION NO. 9

★ **GLADSTONE.** Always a favorite. Large white flowers. **\$1.50 each.**

★ **CHROMATELLA.** Yellow leaves beautifully marked deep green and brown. **\$1.50 each.**

★ **CONQUEROR.** You'll like this variety, large red flowers. **\$2.00 each.**

★ **HELEN FOWLER.** A pink variety with very fragrant flowers. **\$1.25 each.**

These Four Beautiful Lilies Only

\$5.00

These WATER PLANTS provide the finishing touch to the perfectly balanced garden . . .

HERE are grouped those plants which grow in the water. They are varied and interesting, and give the much desired natural effect to the pool. They are easily grown. Most of them do best in shallow water and so the pots, boxes, or tubs should be raised to within two to eight inches of the surface.

These are wonderful possibilities with Water Plants to give your pool a unique and tropical appearance. Try a collection of Taro, Umbrella Palm, Papyrus and Primrose Willow, grouped together in a corner of the pool or in the center, or a collection of Primrose Willow, Parrot Feather and Forget-Me-Nots in a shallow corner of the pool.

For a natural pool use plenty of Japanese Iris planted right at the edge or in one to three inches of water. Our sturdy, healthy plants reach you ready to grow. If you have ever planted aquatics before you know the value of starting with good plants.

Varieties marked with a (*) are particularly adapted to a depth of 6 to 12 inches.

Varieties marked with a (†) are suitable to plant at about 2 to 6 inches.

Varieties marked with a (§) are plants that like wet feet but with crowns and stems preferring the air and sunlight.

Varieties marked with a (\$) are the beautiful Tropical Plants.

THE FOLLOWING PLANTS ARE PERENNIAL: Water Iris, Japanese Iris, Cattails, Cardinal Lobelia, Floating Heart, Forget-me-nots, Bamboos, Pickeral Plants, Parrot Feather, Var. Sweet Flag, Marsh Marigold, Primrose Creeper, Cellocphane Plant, Flowering Rush, Arrowheads.

PLANTS THAT GROW SIMILAR TO WATER LILIES. Water Poppy, Water Snowflake, Floating Heart.

PLANTS THAT VINE. Floating Heart, Parrot Feather, Primrose Creeper, Morning Glory.

A COLLECTION FOR EVERY POOL

This aquatic collection should be ordered with Lily collections. An excellent group of Floating Plants most useful for your fish to spawn on and for your baby fish to hide in. In this collection are the interesting Water Fern, Shell Flower, Parrot Feather and Water Hyacinths. Collection No. 2-A.

COLLECTION 2-A

The Biggest Value Offered.

Ten Assorted Floating Plants

\$1.00



Illustrates our Floating Plant Collection 2-A, including: Water Fern, Hyacinth, Water Lettuce and Parrot Feather.

FLOATING PLANTS

§WATER LETTUCE. Rosettes of beautiful iridescent green leaves; paler and with grayish tones forming a lovely contrast to the Water Hyacinth when they are grown together. **2 for 25c.**

§FLOATING FERN. Beautiful, tropical, true fern, making a wide rosette of green leaves. Little ferns many times form on their antler-like leaves. **15c; 2 for 25c.**

‡AZOLLA, SALVINIA, DUCK WEED. Curious floating plants. **Per portion 25c, assorted.**

WATER HYACINTH—Flowers are produced freely if the roots are allowed to anchor in soil. **2 for 25c; 6 for 50c.**



WATER POPPY

Don't be without this popular plant, really one of the best for pools, lovely yellow flowers. Grows in shallow water, can be planted by itself or in combination with other plants. **15c each; 2 for 25c; 6 for 50c.**

FOR BOG PLANTING—TRY AN ASSORTMENT OF VARIETIES OF THE WATER IRIS.

Moisture Loving Plants . . .

. . . for outdoor pools . . . for indoor pools . . . for window gardens . . . for growing in vases with water . . . for terrarium. When looking for vines use the Philodendron and Pothos. A group of plants that are adaptable to many uses.

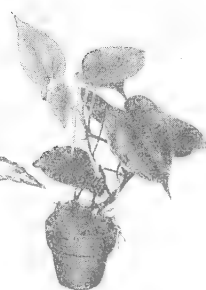
M-1—Syngonium Variegated	25c
M-2—Syngonium Ruth Frazer	25c
M-3—Nepthytis	25c
M-4—Philodendron Cordatum	25c
M-5—Philodendron—Red	25c
M-6—Pothos aureus	25c
M-7—Chinese Evergreen (not illustrated)	25c



M-3



M-2



M-4



M-6



M-1

COLLECTION M L 50 ONE EACH ABOVE PLANTS

\$1.25

All these plants can be grown in quite deep shade, making them a desirable plant. They like plenty of water.



FOR CENTERPIECE, OR CORNER OR ANYWHERE IN THE POOL

One Of Our Finest Values

COLLECTION No. 5-A

This group should be planted in a box or large tub, submerged about three inches below water level. The Taros and Paper Plants should be planted in the center and the other plants grouped around it.

Illustrates our 5-A Special Centerpiece Collection and includes Umbrella Palm, Papyrus (tall plant), Taro, Primrose Willow (in bloom), Water Poppy, Water Hyacinth (in bloom on water).

6 Plants

1 Egyptian Paper Plant
1 Water Taro
1 Umbrella Plant

1 Primrose Willow
1 Water Poppy
1 Water Hyacinth

\$1.00

†CATTAIL. Swamp plant. Hardy. 2 for 25c.

†GRACEFUL CATTAIL. A tall variety with slender cattails. These plants furnish a very fine background in massed plantings. 2 for 25c.

‡CARDINAL LOBELIA. Another beautiful native plant. Spikes of rich, cardinal-red flowers. 20c each.

*FLOATING HEART. Small leaves resembling Water Lilies; brilliant yellow flowers. 2 for 25c.

‡FORGET-ME-NOT. The well known spring and summer flowering plant. 25c each.

HARDY CALLA. (Calla palustris). Similar to a Calla Lily, but of much smaller size. 20c each.

PRIMROSE CREEPER—a rapidly growing partially submerged aquatic with yellow flowers. 2 for 25c.

PRIMROSE WILLOW. Erect plants 2 to 3 feet high with attractive narrow foliage and bright yellow blossoms. Very desirable at the edge of the pool or in tub garden. 25c.

PAPYRUS or Egyptian Paper Plant. A very beautiful water plant with pleasing heads of foliage, reaching a height of four to six feet. It is unexcelled for pool planting. 25c.

UMBRELLA PALM. Sub-tropical. This interesting plant forms a clump of tall round stems surrounded with a cluster of expanded foliage that somewhat resembles an umbrella. It thrives in moist soil. It may also be grown as a house plant. 20c.

HARDY BAMBOO. A very tall growing variety for background use. Adds a tropical atmosphere to your water garden. Green variety. 50c.

‡**VARIEGATED BAMBOO.** A green and white variety that is very beautiful. Grows about 3 feet high. 50c each.

BAMBOO COLLECTION. One each, 75c.

Nothing gives restful, charming atmosphere like a collection of growing things. You'll love the pleasure any of these aquatics will give you in watching them grow.

Interesting Plants That Beautify Your Water Garden . . .

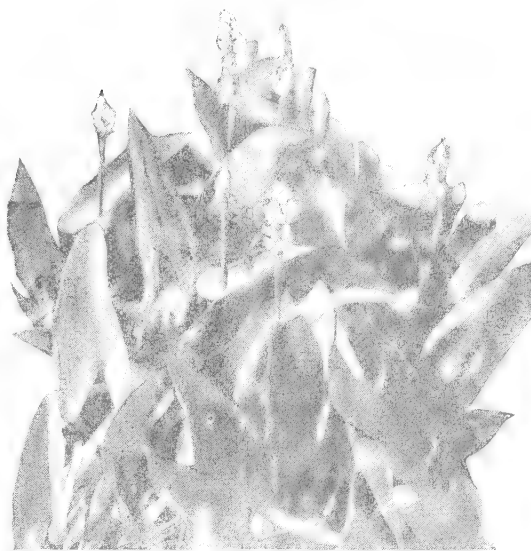


PARROT FEATHER. Planted in water twelve inches deep, it sends silvery green heads along the top of the water. Planted in damp soil, it will grow and make a lovely showing. Try it—15c per plant.

PURPLE WATER HYACINTH OR CREEPING WATER HYACINTH. Illustrated below. A creeping variety with lovely Bluish Purple Blooms. Planted about 6 inches below surface, it just runs and runs, making a wonderful growth in a short time and very free blooming. Reduced in price this season too. 35c each; 3 for 95c.



CREEPING HYACINTH



Pickerel Plant

†**PICKEREL PLANT.** Beautiful blue flowers. Total growth about 2 feet. 25c ea. (Illustrated above.)

IMPERIAL TARO. (Illustrated below). This plant should be in every water garden. A very attractive plant when planted in corners or used as center attraction. The leaves are blotched a dark brown and violet black. You will surely enjoy having this plant. Not hardy but usually can be wintered over in basement if kept wet. 35c each; 3 for \$1.00.



IMPERIAL TARO

for

INDOOR POOLS

The following Plants can be used:

Full Sunlight—Practically all the Plants listed on Pages 13-14-15-16.

No Sunlight—but Good Light—Water Hyacinth, Umbrella Palm. Moisture Loving Plants, Page 14. Parrot Feather, Imperial Taro, Ivies. The above can be planted in shallow water.

Fair Amount of Light—only the group of Moisture Loving Plants Page 14.

WATER IRIS. The illustration below shows the wonderful possibilities of this hardy Plant. Readily adapts itself to any condition. Will grow in water up to 10 inches deep. Will grow as a garden plant without water. Excellent for edging a natural pond; as illustrated it has been planted in a box containing about a bushel of soil. Blossoms Freely.

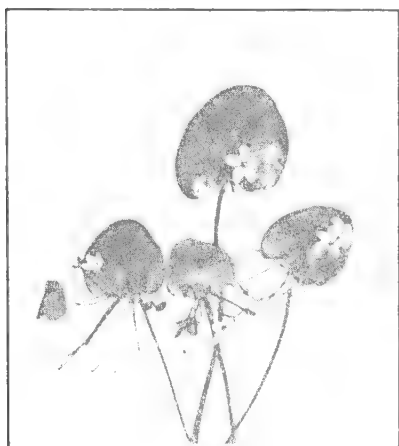
Three Varieties—**Yellow** (pseudocorous), **Blue** (versicolor), **Japanese Iris** (assorted colors). 25c each; 3 for 60c; \$2.00 per dozen.



WATER IRIS

Make Your Water Garden The Family Vacation Spot This Year . . .

SPEND YOUR LEISURE HOURS AROUND THE POOL



Water Snowflake

***WATER SNOWFLAKE.** Similar in growth to a lily. Shipped as a detached leaf which soon forms new plants. Each new leaf is soon filled with dainty little white flowers. Quite novel. **20c each.**

WATER HYACINTH. The plant for every pond, pool or tub, water garden. A beautiful decorative plant floating with bright blue and yellow flowers in spikes, has rosettes of rich green leaves with inflated base. The roots are long and fibrous making this plant the finest plant to use in spawning fish. So if you want to try and raise a few baby goldfish include this plant with your order. **2 for 25c; 6 for 50c.**



WATER HYACINTH

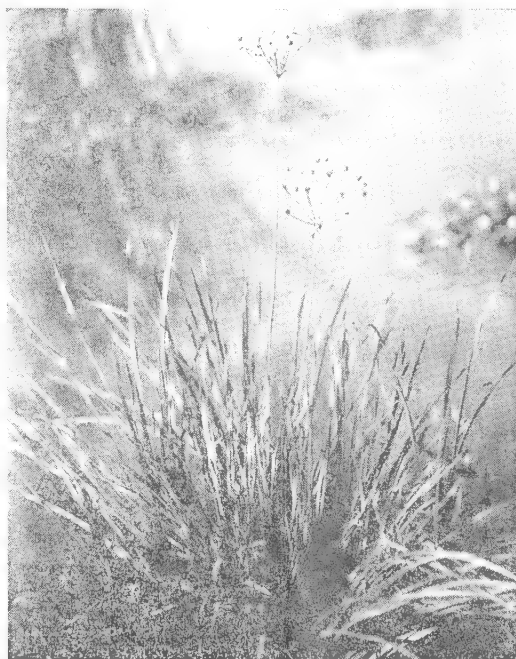
There are annual plants that are beautiful beyond description. Water gardeners miss a lot of pleasure by refusing to buy anything but hardy plants for their pools.

VARIEGATED SWEET FLAG. An old but worthwhile plant for the pool. Excellent for shallow water either in the pool or in a natural pond. Spreads rapidly and soon make a wonderful display. Saber-like leaves, broadly striped green and ivory. **25c each.**

YELLOW CALLA LILY. Its flowers are as large as the above variety but a golden yellow color. Beautiful foliage. Dark green leaves with spots of creamy white. **50c each.**

CELLOPHANE PLANT. A sensationally new plant for shallow water; has numerous white flowers, easy to grow, free flowering. Underwater its leaves grow in long spearlike leaves, broadening as they come to the surface of the water to a wide palm-shaped fan leaf. Very attractive green color—outstanding even among other all-green plants. **25c each.**

†FLOWERING RUSH. A hardy plant with peculiar three-sided leaves. Pink flowers are borne on round stems. **25c each.** (illustration below).



FLOWERING RUSH

WATER SPRITE

Long graceful fronds spread fanlike in the water.

To be planted in water from 6 to 12 in. deep. Interesting to watch the young plants form on the old leaves.

15c each

2 for 25c



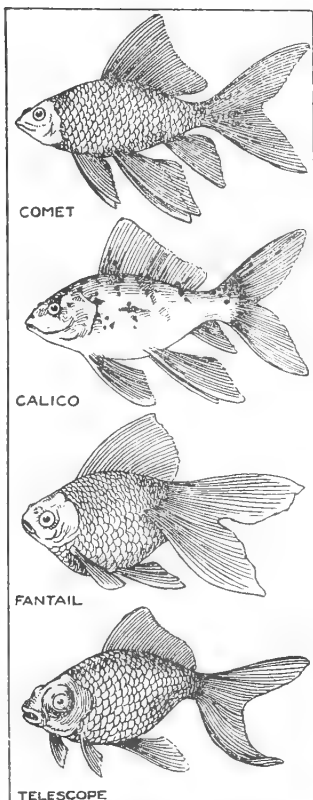
WATER MORNING GLORY. This is something that IS NEW. In fact, this is the first time we have listed it. It is a vining plant, grows to a length of 6 feet. Its blooms are huge cornets of glossy white, reaching a diameter of 6 inches. Beautiful beyond imagination, it should be included in your water garden for 1943. Excellent for solariums. **25c.**

ARROWHEAD. (Illustrated below). A hardy plant that is easily grown. When in bloom its white flowers are admired. Spreads rapidly. Beautiful shaped leaves. **20c each; 3 for 50c; \$1.50 per dozen.**

DOUBLE FLOWERING ARROWHEAD. Beautiful double flowers. **35c each; 3 for \$1.00.**



ARROWHEAD



GOLDFISH

The Ideal Pool Fish

NO POOL—even if it is a miniature one—is complete without a few ornamental fishes. Fish in the pool will take care of themselves, only an occasional feeding of Dried Shrimp and Jo Jo Fish Foods is needed.

The illustrations show several different types. The illustrations are not exaggerated as is the case in many catalogs. You will be pleased with our selections.

Goldfish may be wintered outside in your pool, provided you have some soil and plants in it, and the depth is at least 18 inches. If you drain your pool, a tub or tank in the basement will answer.

SHIPPING INSTRUCTIONS

Goldfish are shipped by express. Customer to pay the charges. On all orders we loan you the can, same to be returned at once by express prepaid. The express company makes a flat charge of 30c for returning empty cans. **Extra fish included to offset this charge.**

HELP—Waste must be eliminated. Empty cans should be dried out and returned to us at once via Railway Express, so that we can use them over again.

COMMON GOLDFISH. A selected group of goldfish for all pools. Usually assorted—gold, gold and white, pearl, gold and black.

Medium Size 2 to 3 inches, each \$.10; dozen \$.75
Size 3 to 4 inches, each .10; dozen 1.00
Size 4 to 5 inches, each .15; dozen 1.50

THE BIG GOLDFISH in gold and white, pearl and gold and black.

5 to 6 inches, pair \$.70; dozen \$3.00
6 to 7 inches, pair 1.00; dozen 5.00
8 to 9 inches, pair 1.50
10 to 12 inches, pair 3.00

THE SHUBUNKINS OR CALICO FISH. Marvelously colored brilliantly mottled blue, red, gold, brown, white, yellow and black. No two fish are colored alike.

Medium size, 2 to 3 inches, each \$.15; dozen \$1.50
Larger size 3 to 4 inches, each .25; dozen 2.50
Extra Fancy selected fish—according to quality—75c to \$2.00 per pair.

FANTAILS. These are the best known of the Fancy goldfish.

Small size, per two \$.30; per dozen \$1.50
Medium size, per two .50; per dozen 2.50
Large size, 3 to 4 inches \$1.00; per dozen \$5.00
Extra fancy selected fish according to quality. \$1.00 to \$3.00 per dozen.

VELVET BLACK TELESCOPES. Also in red, and red and white colorations.

Small, 2 for 35c.
Medium, 2 for 75c.
Larger sizes, 2 for \$1.00.

Extra fancy selected fish according to quality, \$1.50 to \$5.00 per pair.

\$1.00 DEPOSIT ON SHIPPING CAN—TO INSURE RETURN—SAME TO BE REFUNDED ON RETURN.

Goldfish Collection for the Small Pool COLLECTION No. 25

25 FISH. A complete collection of small size fish for the small pool assorted as follows: 15 Selected Common fish, 3 to 5 inches; 6 Calico fish, 2 Telescopes, 2 Fantails. \$3.00.

WE NEED THE CANS—\$1.00 DEPOSIT REQUIRED—SAME TO BE REFUNDED ON RETURN.

POOL ESSENTIALS

FOR POOL ESSENTIALS REFER TO:

Scavengers	Page 6 and 21.
Aquatic Mosses	Page 6 and 19.
Water Hyacinths	Page 17.

GOLDFISH COLLECTIONS FOR INDOOR AQUARIUMS

Col. No. G1—A combination of five varieties listed. 10 fish

\$1.25

\$1.00 can charge—to be refunded.

Col. No. G2—For the 15 gallon aquarium. 15 fish, assorted

\$1.75

\$1.00 deposit required for can.

Goldfish for the Medium Pool COLLECTION No. 26

FIFTY FISH. A combination of all sizes of goldfish assorted as follows: 20 selected common fish 2 to 4 inches. 10 Calico fish, 2 to 4 inches. 10 selected goldfish, 4 to 6 inches, 10 assorted Fantails and Telescopes.

50 Fish, \$5.00

PLUS \$1.00 DEPOSIT FOR RETURN OF SHIPPING CAN.

Goldfish for the Large Pool COLLECTION No. 27

100 FISH. A collection of beautiful goldfish of medium and large sizes. 25 fish, 2 to 4 inches, 25 fish, 4 to 5 inches, 6 Giants young, 5 to 6 inches, 25 assorted sizes Shubunkins from small to medium size. 12 assorted Telescopes and Fantails.

100 Fish, \$15.00

PLUS \$1.00 DEPOSIT FOR RETURN OF SHIPPING CAN.

COLLECTION No. 28

100 FISH. A collection of selected common fish. 2 to 5 inches. \$5.00.

On collection No. 27 and No. 28 we loan large shipping can. Deposit of \$3.00 is required to assure return of can. This deposit returned on return of empty can.

ENJOY NATURAL BEAUTY WITH THESE AQUATIC PLANTS

All the beauty of Nature is herein listed. The aquarium is certainly the complete study of all the beautiful things of life. Here is the quiet passiveness that is so restful for the human mind after its seance of probing, experimenting, and labor. Here is life—in the miniature degree, to be sure—but in a wonderfully philosophical way. Just the coloring that is needed for the toning up of our own thought.

Anacharis
Cabomba
Ludwigia

Green Myrio
Red Myrio
Dwarf Anacharis

The above plants are bunched and can be gently anchored in the sand or gravel in your aquarium. **15c per bunch, 2 for 25c.**

Always of interest is something new or unusual. Here is a group of plants that are unusually good.

Cryptocoryne Cordata—reddish green leaves.
Cryptocoryne Griffithii—broad oval pointed leaves.
Cryptocoryne Beckettii—a dwarf variety.
Cellophane Plant—used as center plant.

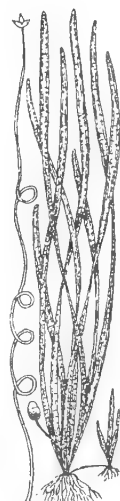
Any of the above four plants 25c each.

A LARGE ASSORTMENT OF OXYGENATING PLANTS FOR THE POOL

Collection No. P-7

These plants grow under water. They are indispensable wherever fish are present. Can also be used in Natural Ponds. Plants especially selected for outdoor use.

**10 Plants for
\$1.00**



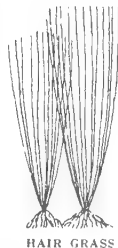
VALLISNERIA



LUDWIGIA



ANACHARIS



HAIR GRASS



SAGITTARIA



MYRIOPHYLLUM



UMBRELLA PALM



CABOMBA



SOUTHERN SPATTERDOCK

Too, the aquarium garden is one of the most attractive of additions to the living room, or the dining room. It is an outstandingly different type of furniture, and beautifully takes its place with any scheme of design.

Plants are the most important part of the aquarium equipment. They keep the water constantly in condition, because they release oxygen and on the other hand take up the carbon dioxide given off by the fishes. Plants also serve as a natural refuge from too much sunlight.

Spatterdock (Southern)
Cryptocoryne Willisii
Underwater Fern
Four Leaf Clover

Hair Grass
Spatterdock (Tropical)
Sag. Guayanensis

These plants have roots and should be planted in the aquarium. **15c per plant, 2 for 25c.**

Banana Plants—an aquatic oddity and easy to grow—a real curiosity—just place it in the tank and watch it grow. **15c each.**

Vallisneria—Variegated, Rubra, and Corkscrew varieties. **10c per plant, 5 for 35c.**

Vallisneria—Italian, beautiful plants. **3 for 10c; 35c per dozen.**

Sagittaria—large varieties. **10c each, 4 for 25c.**

Sagittaria—dwarf varieties for "front" planting. Microfolia, Subulata, Natans. **3 for 10c; 35c per dozen.**

Dwarf Aquarium Lilies—45c each.

A LARGE COLLECTION OF ASSORTED AQUARIUM PLANTS

Collection No. P-5

20 assorted plants of all the popular varieties, sufficient to balance a 10 to 15 gallon aquarium.

\$1.00



CELLOPHANE PLANT



RUBRA VALLISNERIA



WATER SPRITE



CORKSCREW VALLISNERIA



WATER FERN



SAGITTARIA MICROFOLIA



SAGITTARIA SUBULATA



SAGITTARIA SINENSIS

Special Collection of Aquatic Plants Arranged for Your Enjoyment

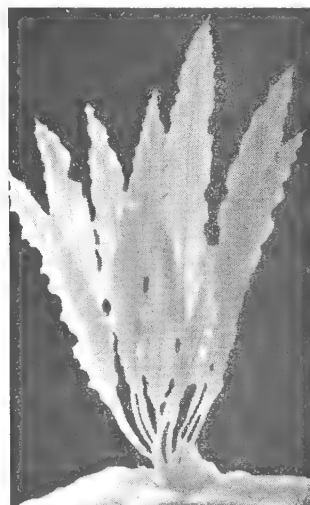
COLLECTION No. P-1. Nine plants in 5 varieties to balance a 2 to 5 gallon aquarium. **50c**

COLLECTION No. PS-1. Plants and Scavengers for a 5 gallon aquarium. 8 Plants, 4 Snails. **75c**

COLLECTION No. PS-2. Plants and Scavengers for a 10 to 15 gallon aquarium. 15 assorted Plants, 6 assorted Snails. **\$1.25.**

THESE ITEMS FOR INDOOR GARDENS

	Page
Alligators	20
Aquariums	22
Aquarium necessities	21
Aquatic Plants	18-19
Aquarium Plant Collections	18-19
Fish Foods	20
Glass Aquariums	19
Goldfish	17
Heaters	21
Salamanders	20
Scavengers	20
Snails	20
Tadpoles	20
Terrariums	23
Terrarium Plants	14-23



APONOGETUM CRISPUS

Another magnificent aquarium plant. The somewhat translucent leaves of this striking plant look like green swords with rippled edge.

Price—\$1.00 each

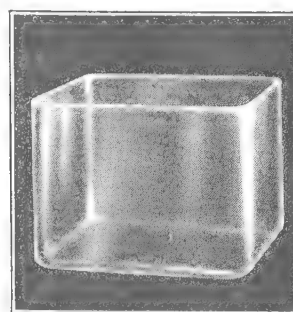


APONOGETUM ULVACEUS

This plant is rated as the most magnificent of all large aquarium plants. The latticed, semi-translucent green leaves are truly beautiful. Comes from Madagascar. Reproduction is mainly from young plants found on bulb like root. Has wonderful growing qualities.

Price—\$1.50 each

It is not expensive to start your own aquarium nor is it difficult to keep your plants and fish healthy. For the little care they need they will repay you many times over in enjoyment, education and greater attractiveness of your home.



CRYSTAL GLASS AQUARIUM

NEW

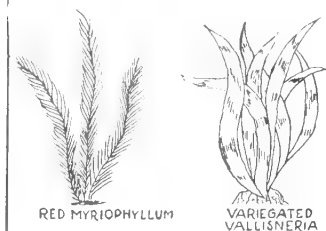
No. 0 — 7½x5x5—Capacity 3 quarts. Price each 75c

No. 1—9½x7x6¾—Capacity 2 gallon. Price each \$1.25

No. 3—11½x8x8—Capacity 3 gallon. Price each \$2.00

Made of best quality Crystal Clear Glass hand blown and evenly distributed. Each piece carefully schlereoscoped for strain.

These glass containers also can be used for Terrarium gardens.



RED MYRIOPHYLLUM

VARIEGATED VALLISNERIA



UNDER WATER BANANA PLANT



TROPICAL SPATTERDOCK

DWARF ANACHARIS



BRAZILIAN UNDERWATER FERN



CRYPTOCORYNE WILLISII

SAGITTARIA GUAYANENSIS



FOUR LEAF CLOVER



DWARF AQUARIUM LILY

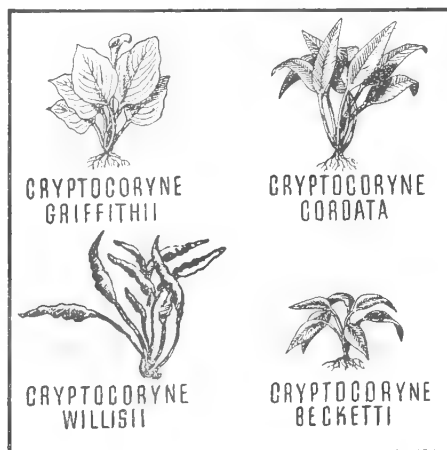


GREEN WATER ROSE

Things Aquatic In The Indoors

Aquatic life has untold values in the indoors and be it in the home, or in the office, in the sickroom—the unusual amount of pleasure derived from an aquarium offsets what little effort must be made for the upkeep. Little difficulty is had in maintaining an aquatic garden once it is established.

Ignorance of a few simple rules pertaining to the maintenance of an aquarium has created the wrong impression—that it is difficult to keep fish in the home—there is no pet that is easier to keep than fish—none that requires so little attention when placed in a well balanced aquarium.



CRYPTOCORYNE GRIFFITHII

CRYPTOCORYNE CORDATA

CRYPTOCORYNE WILLISII

CRYPTOCORYNE BECKETTI

Cryptocoryne Beckettii—A dwarf variety of light green foliage. 20c per plant

Cryptocoryne Cordata—An attractive plant, top of leaf green, bottom of leaf red—wider than Willisii. 25c each

Cryptocoryne Griffithii—Larger than Willisii, with broad, oval, pointed leaves that are green on top, pink beneath. 25c per plant

Cryptocoryne Willisii—A decorative plant which is out of the ordinary. Leaves shaped like terrestrial plant rising from a crown at the surface of the soil. Does well in subdued light. 15c; 2 for 25c

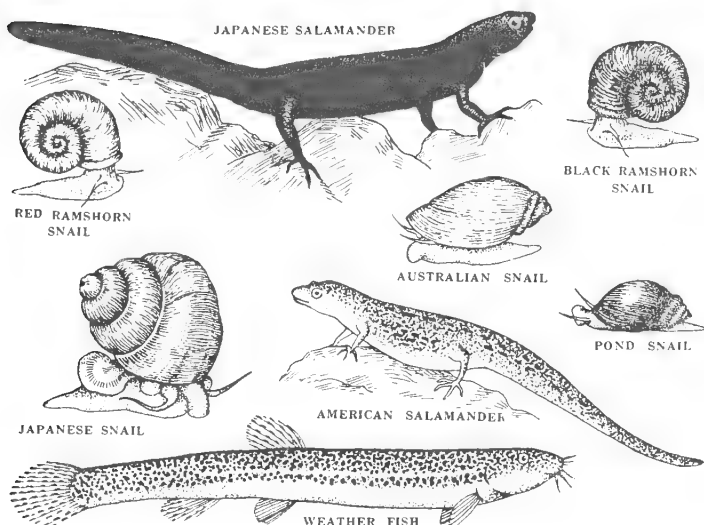
ANOTHER AQUARIUM COLLECTION

Cryptocorynes—1 each above four varieties for

75c

SCAVENGERS ~

for the Aquarium and Pool



Be sure to have some scavengers in your aquarium. Scavengers consume the excrements of the fish, in fact any and all refuse which they find in the aquarium, and thus keep the water clean and in excellent condition. Scavengers placed by themselves in an aquarium are very interesting to watch. The Japanese Snails bring forth their young alive. The Water Newts and Turtles, while not as useful as Scavengers, are very entertaining.

TRAP DOOR SNAILS (Japanese). These are the largest of the Aquarium Snails and are very hardy. One of the best varieties for use in outdoor pools. **2 for 25c; \$1.00 per dozen.**

BLACK RAMSHORN SNAILS. These are very attractive algae eaters. And are really a necessity in small water gardens. **6 for 25c.**

RED RAMSHORN SNAILS. Similar to the above except body and shell are coral-red. **Two for 25c.**

NEW PHILLIPINE SNAIL—"Horn of Plenty." A pygmy snail of dark brown color—live bearing—very prolific. I regard this snail very highly—in maintaining an aquatic garden for its ability to eat up excess food. **3 for 25c.**

AUSTRALIAN RED SNAILS. **Two for 25c.**

MYSTERY SNAILS. A very interesting "four horned" variety. Lays its eggs above water line and hatch in about three weeks. Shape similar to the trap door snail—another recommended variety for aquarium or pool. **2 for 25c; \$1.00 per dozen.**

TADPOLES. Must be sent by express in water. They can be shipped along with goldfish. **Two for 25c; 50c per dozen.**

FRESH WATER CLAMS. **2 for 25c; \$1.00 per dozen.**

POND SNAILS. Small, but active workers. **6 for 25c.**

WEATHER FISH. Temporarily unavailable.

COLLECTION FOR THE POOL OR AQUARIUM

Trap Door Snails

Black Ramshorn

Trumpet Snails, Clams

For the average pool, a general assortment of Snails and Clams.

COLLECTION NO. S-1
12 for 75c

COLLECTION OF SCAVENGERS AND PLANTS

COLLECTION NO. 55

Five varieties of plants and one pair of Japanese, Red, Black Ramshorns and Australian Snails. Suitable for 5 to 10 gallon aquarium.

\$1.25

COLLECTION NO. 57

Suitable for a two gallon aquarium. Something very interesting and amusing.

1 Pair Turtles
1 Cork Turtle Float
1 Umbrella Palm
1 Box Turtle Food

75c

BABY GREEN TURTLES. **2 for 35c.**

AMERICAN SALAMANDERS (Water Newts). **Two for 25c.**

ORIENTAL SALAMANDERS (Jap). Temporarily unavailable.

BABY ALLIGATORS. (Spring and Fall only). A very interesting pet. **\$1.50 each.**

QUALITY FISH FOOD

WHEN DO WE EAT? Even the little fish fairly climb out of their pool in their enthusiasm over Jo Jo Fish Foods. They seem to know it's the proper fish diet. You can give fish all the Jo Jo Fish Food they want because it is appetizing and healthful.

And you can be on the safe side by always ordering Jo Jo Fish Foods because you are sure of a fine quality food that your fish will relish. The inferior brands of so-called "cheap" fish foods often prove very costly because the fish refuse to eat it.

JO JO NATURAL FISH FOOD

Price 15c per can, postpaid.

JO JO TROPICAL FISH FOOD

15c per can, postpaid.

JO JO SHRIMP FOOD

15c per can, postpaid.

JO JO TURTLE FOOD

15c per can, postpaid.

JO JO OUTDOOR FISH FOOD

10 oz. package, 35c postpaid.

JO JO AQUARIUM GRAVEL

By Express, charges collect, only.

5 lb. bag—25c; 10 lb. bag—40c; 25 lb. bag, suitable for larger aquaria, 60c

HOW TO ORDER

ORDER EARLY. This is most important—and use Order Sheet, carefully filling in blank spaces and enclosing payment for full amount of order. Write name and address plainly. To facilitate handling do not write letters on same sheet as orders.

REMITTANCE should be made by Post Office or Express Money Order, Bank Draft, or if more convenient to you, send your personal check.

Include 10% extra to amount of order for Parcel Post Shipment—which will take care of handling and prepaid postage. This applies to Water Lilies, Bog, Floating Shallow Water and Submerged Plants, Collections, Scavengers and Foods and Remedies.

Orders for \$1.50 or less require 15c extra for packing and postage. This amount must be added to amount of order.

GOLDFISH must be sent by express. Shipping cans, 50c extra. We ship Goldfish listed in this catalog all the year round. **When plants are ordered with Goldfish the entire order is shipped via express, charges collect. Extra plants are included to offset small extra charges.**

Water Lilies and all plants for pools are shipped as soon as weather permits, about April 15th. Tropical Lilies may be set out whenever the weather is settled. For southern shipments, about May 1st. Northern shipments (Cincinnati), about May 15th.

CULTURAL DIRECTIONS. We have printed on small leaflets for your convenience complete cultural directions. One of these will be sent with each order.

GUARANTEE

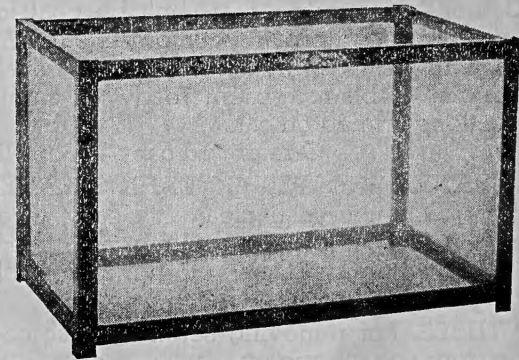
We ship good stock, carefully packed. All goods are guaranteed to reach you in good condition. If package should arrive in bad order, accept shipment, examine and count on receipt and notify us at once, and if **damaged** notify Express Company.

STANDARD NON-WARRANTY. We have adopted the standard non-warranty of the Goldfish Growers' Association, which is as follows: Loveland Goldfish Farm makes no warranty, expressed or implied, with reference to any merchandise sold by us, except as to certified size and quality, and that all stock shall be true to name and our liability in any case shall be limited to the replacement of such items as are short or damaged.

If any plant fails to grow, and we are notified by July 1st, we will replace same free of charge, customer to pay only the shipping charges. Include stamps with letter; excess will be returned.

Prices apply only to the United States Proper

AQUARIA



DE LUXE AQUARIA

The aquaria are constructed of heavy gauge rustless steel, properly formed and welded. These aquaria of clear glass sides and slate bottoms. Excellent for either aquarium or terrarium use.

M-2—Metal frame, slate bottom, excellent for single specimens of aquatics for observation. 6x10x8 in. high; 2 gallon capacity. **\$1.80 each.**

No. M5-WC—7x18x9" 5 gallon window sill type—Stainless Steel. **\$4.00**

No. M-10 10x20x12" high, 10 gallon, weight packed 10 lbs. **\$5.00 Express Collect.**

No. M-10C—Same size as above except constructed of Stainless Steel. **\$6.00**

No. M-15 12x24x12" high, 15-gallon, weight packed 27 lbs. **\$7.50 Express Collect**

M-94 10x30x12" high, 15½-gallon. Narrow type aquarium. **\$8.50**

M94-C—Same size as above except constructed of Stainless Steel. **\$10.50**

ORDER EARLY—we do not have a large stock on hand.

NEW ALL-GLASS AQUARIUMS

No. 0—3 quarts capacity. **75c**

No. 1—2 gallon capacity. **\$1.25**

No. 3—3 gallon capacity. **\$2.00**

Illustrated on Page 19.

Prices are also subject to change.

Aquariums are shipped only by express.

AQUARIUM CEMENT—Repair your old aquarium with our cement—easy to apply—comes ready mixed.

one pound cans 35c

If your old aquarium leaks and you cannot repair—it can be made useful as a terrarium. You will enjoy this type of garden.

Cheerful CACTI for The Home

- CT-1—Aloe—Gasteria
- CT-2—Aloe Nobilis
- CT-3—Haworthia Cymbiformis
- CT-4—Haworthia Coarctata
- CT-5—Nyctocereus Serpentinus
- CT-6 Opuntia Crestata
- CT-7—Eupharbea Caput Medusae
- CT-8—Opuntia Rufida
- CT-9—Opuntia Microdasys
- CT-10—Coraphantha
- CT-11—Chamaecereus Sylvestrii
- CT-12—Mammillaria
- CT-14—Echinocereus
- CT-15—Coraphantha
- CT-16—Sempervivum
- CT-17—Stapelia

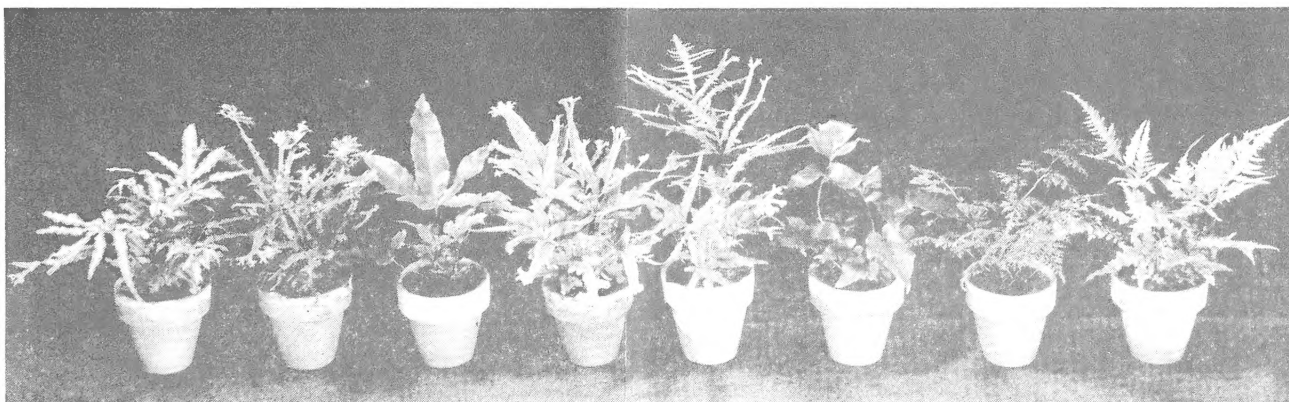
All CT Series Plants priced at 20c ea.
Col. CT-65—17 different plants \$2.50
Col. CT-85—6 different plants \$1.00

Plants as illustrated above—Back Row: CT-12, CT-11, CT-6, CT-2, CT-9, CT-10, CT-17, CT-1, CT-5
Front Row: CT-3, CT-4, CT-15, CT-13, CT-14, CT-16, CT-6, CT-7.

FERNS

- FT-1—Pteris
Variegated
- FT-2—Onychium
japonicus
- FT-3—Cryetonium
- FT-4—Pteris
Serrulata
- FT-5—Pteris
Wilsonii
- FT-6—Pteris Parkerii
- FT-7—Pteris Cristata

All FT Series
Plants priced
at 20c



Collection No.
FT-70—4 assort-
ed small ferns
for terrariums.
50c

Collection No.
FT-60—10 assort-
ed small ferns
or \$1.00.

Ferns, described above, from left to right: FT-1, FT-5, FT-6, FT-4, FT-3, FT-2, FT-8.

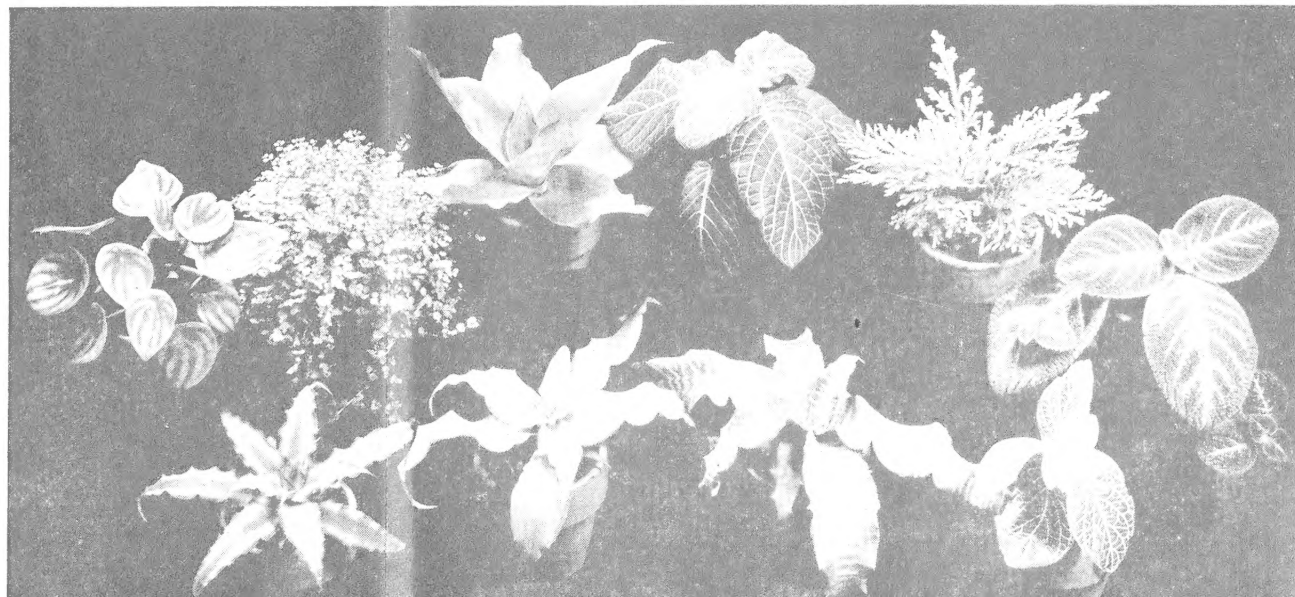
Decorative Plants, as described below. Back row: DT-1, DT-4, DT-9, DT-3, FT-11, DT-5; Front row: DT-6, DT-7, DT-8, DT-2.

DECORATIVE PLANTS

- DT-1—Watermelon Peperomia
- DT-2—White & Green Fittonia
- DT-3—Pink Veined Fittonia
- DT-4—Irish Moss
- DT-5—Brazilian Epicia
- DT-6—Star Cryptanthus
- DT-7—Green Cryptanthus
- DT-8—Spider Cryptanthus
- DT-9—Tradescantia
- FT-11—Moss Fern

All DT Series of Plants 25c each

Collection No. DT-65—10 assorted
Plants \$2.25



IVY FOR THE GARDEN OR HOME

IVIES—Although they'll grow without direct sun they like plenty of light and though they'll grow well for considerable time in water, they will do even better in soil that is rich, porous and well drained. The grape ivy's greatest reputation is one of the most desirable climbers. Water it daily but don't keep the soil soggy.



Ivy as described above.

Back row: H-3, H-4, H-1, H-6; front row: H-5, H-7, H-2

H-1 ENGLISH IVY (Hedera Helix). For the border where it is a bit shady. Alternate dark green leaves. **Each 15c.**

H-2 HEART LEAF IVY (Hedera Colchica). Its leaves form a definite heart pattern. **Each 25c.**

H-3 SELF BRANCHING IVY (Hedera Pittsburgh). Grows with new branches forming at the base of the leaves. **Each 25c.**

H-4 VARIEGATED IVY (Hedera Helix Variegata). A blending of green and white not hardy. **Each 25c.**

H-5 BUNCHLEAF IVY (Hedera Conglomerata). Small bunchy and new. Leaves are curly. **Each 35c.**

H-6 LEOPARD IVY (Hedera Colchica Variegata). Leaves are deep green with tiny white dotted coloring on the surface of the leaf. **Each 35c.**

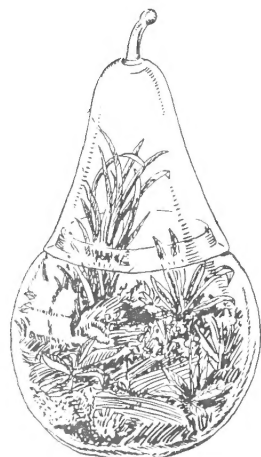
H-7 GRAPE IVY (Vitis Rhombifolia). Leaves are bright green shiny like the leaves of a grape vine. **Each 25c.**

H-8 ALBANY IVY (Dwarf Ivy). Compact, it is especially well adapted for use as edgings to small pools. Dense growth. **Each 35c.**

COLLECTION No. H-50

One each of the above described Ivy plants.
For only.

\$1.50



Crystal Pears

Hand blown and crystal clear, is thirteen inches high and 8½ inches wide. Anyone can find a dozen decorative and practical ways to use this delightful creation.

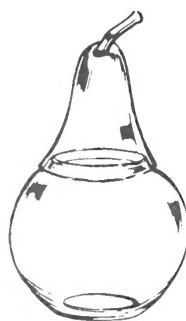
CRYSTAL PEAR—is eleven and one-fourth inches high and five and one-fourth inches wide.

\$1.25

Soil, Jar and Plants, with planting directions.

\$2.00

By Express



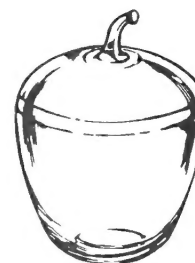
LARGE CRYSTAL PEAR—is **\$2.75** **SOIL, JAR AND PLANTS \$3.50**
By Express

Crystal Apples

For a miniature garden, as a fruit or flower bowl, a powder jar, or even for a fish bowl.

CRYSTAL APPLE—is eight inches high and six inches wide, only

\$1.25

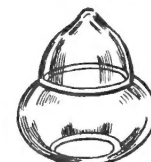


Soil, Jar and Plants, with planting directions

\$2.00

By Express

Crystal Acorn



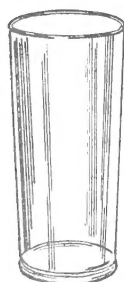
Excellent for growing Selaginellas or Baby Tears—is six inches high and six inches wide.

75c each

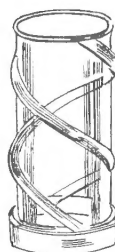
Soil, Jar and Plants, with planting directions by Express. **\$1.25**

Crystal glass merchandise is sent only via Express. This is the safest way. Express charges collect, not prepaid.

The Cylinder Jars make excellent containers for the display of Betta. The Hat can be used for a miniature terrarium.



Cylinder Jar — No. 635 — 12 inches high, 5½ inches diameter. **\$1.00**



Cylinder—No. 756—10½" high, 5½" diameter. **\$1.00**



Vase—No. 760—8" high, 6½" diameter. **75c**



Hat — No. 1003—6½" high, 8½" diameter. **75c**